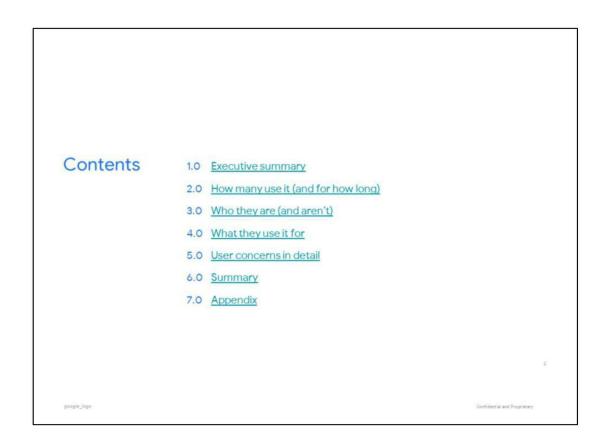
## **EXHIBIT 40**



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## **Executive Summary**

- · User Characteristics:
  - Weekly users are more likely to be non-white, male, employed in lower income jobs, and caregivers who share devices with others in their home
    - 47% of weekly users state, "I do everything I can to protect my privacy," implying that they are more
      privacy sensitive than non-users, and may be more open to other privacy controls
- . Top use cases for Incognito mode:
  - Protections from local and remote threats when viewing content related to <u>Finances, Health, and Adult interests</u>
  - Users 35+ focus more on <u>Finances & Health and younger users on Adult content</u>
- · Risks to press cycles on Incognito mode:
  - Users overestimate the <u>protections</u> that Incognito provides and are unaware of the <u>personalization</u> and <u>data</u>
     <u>collection</u> that occurs when it is on
  - When considered together, Incognito mode appears to <u>negatively impact user sentiment towards regular browsing</u>
  - Educational moments intended to reassure and inform users of quality-of-life features (<u>autofill</u> & <u>autocomplete</u>) have led to <u>negative reactions</u>

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PRODEND: GOOG-CABR-04738599
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CC:
BCC:
CONFIDENTIALITY: CONFIDENTIAL
CROSS ALLCUSTODIANS:
CROSS_ATTACHMENTNAME:
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CROSS_CUSTODIAN:
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CROSS DATESENT:
CROSS DE-DUPED CUSTODIANS:
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CROSS PRODVAL:
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Owner: sthamilton@google.com

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